

## CLAIMS

1. A business form with a magnetic portion, comprising;  
an elongated substrate having first and second faces and first and second longitudinally extending sides and first and second transversely extending end edges, said substrate divided into at least first and second sections;  
a magnetic slurry coated on at least one of said first and second sections on at least one of said first and second faces, said magnetic slurry and said one of said first and second sections forming a magnetic portion;  
said magnetic portion with said substrate provides a substantially planar configuration that can be processed through a non-impact printer.
2. A business form as recited in claim 1, wherein said magnetic slurry can be coated in a geometric pattern, animate, inanimate shape and combinations thereof.
3. A business form as recited in claim 1, wherein said magnetic portion is provided with at least one line of weakness dividing said magnetic portion into at least first and second sections.
4. A business form as recited in claim 3, wherein said magnetic portion is provided with a second line of weakness disposed perpendicularly to said first line of weakness so as to divide said magnetic portion into a plurality of magnetic portions.
5. A business form as recited in claim 1, wherein said elongated substrate is provided with at least first and second lines of weakness to create individual advertising pieces.

6. A business form as recited in claim 5, wherein said elongated substrate is provided with third and fourth lines of weakness to create individual advertising pieces.
7. A business form as recited in claim 1, wherein magnetic slurry includes a ferrite power provided in an amount ranging from about 50 to about 90 % by weight of the slurry;  
a stabilizer provided in an amount ranging from about 5 to about 20% by weight of the slurry; and  
a varnish provided in an amount ranging from about 15 to about 30% by weight of the slurry.
8. A business form as recited in claim 7, wherein said magnetic slurry is curable by ultraviolet radiation.
9. A business form as recited in claim 1, wherein said magnetic portion and said elongated substrate are each provided with indicia relating to an offer, promotion, message, image and combinations thereof.
10. A business form as recited in claim 9, wherein said indicia on said magnetic portion pertains to said indicia on said elongated substrate.
11. A magnetic advertising assembly, comprising;  
a substrate having first and second surfaces and at least a first line of weakness dividing said substrate into first and second sections;  
each of said first and second sections is provided with indicia representative of a promotional offer, personal message, business communication and combinations thereof;

one of said first and second sections having at least one line of weakness dividing said one section into first and second message portions, with each of said message portions containing a distinct message or offer;

a magnetic slurry coated on at least one of said first and second surfaces so as to create a substantially planar advertising assembly that can be processed through a non-impact printer, said magnetic slurry with said one of said first and second sections of said substrate forming a magnetic portion of the assembly;

said magnetic portion having at least one line of weakness dividing said magnetic portion into first and second sections, with each of said first and second sections having a distinct message or offer provided thereon; and

one of said first and second magnetic sections with said distinct offer thereon corresponds to said distinct message on one of said first and second message portions and said distinct message or offer on another of said first and second magnetic sections corresponds with another of said first and second message portions.

12. A magnetic advertising assembly as recited in claim 11, wherein said magnetic portion is provided with a second line of weakness running substantially perpendicular to said first line of weakness to divide said magnetic portion into substantially quadrate sections.
13. A magnetic advertising assembly as recited in claim 11, wherein said one of said first and second portions having said line of weakness therein is provided with a second and third line of weakness to create additional message portions, each of which has a distinct message thereon.
14. A magnetic advertising assembly as recited in claim 11, wherein said magnetic slurry includes a ferrite power provided in an amount ranging from about 50 to about 90 % by weight of the slurry;

a stabilizer provided in an amount ranging from about 5 to about 20% by weight of the slurry; and

a varnish provided in an amount ranging from about 15 to about 30% by weight of the slurry.

15. A mailer assembly having a magnetic portion, comprising;

a substrate having at least first, second and third panels, one of said panels having a magnetic slurry applied thereto to create a magnetic portion;

said substrate having a first and second surfaces, one of said first and second surfaces forming an exterior of an outgoing mail piece and another of said first and second surfaces forming an internal portion of said mail piece, each of said first and second surfaces having indicia applied thereto;

said magnetic portion cooperating with said substrate to create a substantially planar surface that may be processed through a non-impact printer; and

said magnetic portion is folded over onto said second panel and a remaining panel of said first, second and third panels is folded about said magnetic portion so as to enclose said magnetic portion in said outgoing mail piece.

16. A mailer assembly as provided in claim 15, wherein said substrate is provided with at least a first line of weakness so as to be able to separate said magnetic portion from said substrate.

17. A mailer assembly as provided in claim 15, wherein said magnetic portion is provided with at least one line of weakness so as to create two separable portions of said magnetic portion, with each portion having indicia relating to a promotion or offer.

18. A mailer assembly as recited in claim 15, wherein said substrate is provided with a plurality of lines of weakness creating individual, separable promotional or offer sections that may be separated from said substrate.
19. A mailer assembly as recited in claim 15, wherein said magnetic slurry includes a ferrite powder provided in an amount ranging from about 50 to about 90 % by weight of the slurry;  
a stabilizer provided in an amount ranging from about 5 to about 20% by weight of the slurry; and  
a varnish provided in an amount ranging from about 15 to about 30% by weight of the slurry.
20. A mailer assembly as recited in claim 19, wherein said magnetic slurry is curable by ultraviolet radiation.